Slim, graceful hands always attract long, admiring glances. If these are home-keeping hands they should use a pure, kind soap like Ivory—for everything. Then they will be smooth and white, to add to your charm and make your leisure comfortable.

Working hands can smile when they play—*protect them this way*

How many wives, in these servantless days, feel comfortable about their hands when a gay evening comes? Marriage hasn't changed them. They love dancing and adorable frocks as much as ever. But—*what* do their *hands* say?

If they have used harsh soap in their housekeeping tasks, their hands just *can't* be white and smooth—ready for a party! All evening those soap-reddened hands will shrink self-consciously from impulsive gay gestures, or attitudes of careless grace.

Hands that touch rosebud babies should be as smooth as a caress. Let them wash tiny woolens and rompers, big father-shirts and gay mother-frocks with gentle Ivory. Then they receive the same protection Ivory gives baby in his bath.

For the nicest manicure can't hide the results of using strong, parching soap. Don't think that lemon juice and cucumber lotion can bleach the work stains that lodge in soap-roughened skin. Even a rich night-cream doesn't take the place of the skin's perfect, natural oils!

No wonder housekeeping hands that use a strong soap many times every day often look older than they really are!

Ivory protects slim hands in daily tasks

A multitude of clever young women today are protecting the youth of their hands by using Ivory—"for everything."

Ivory is a toilet soap. But don't be afraid that it will not get things clean! Of course you know it safely launders the finest silken fripperies, and keeps baby woolens as soft as a rabbit's ears. But it will do the harder cleansing work, too.

When careless fingers mark creamy woodwork and lacquered furniture, Ivory removes the dirt quickly. It is fast and thorough for dishes. It is fine for children's clothes and general laundry work—because it is good, rich-lathering soap.

Ivory never leaves a strong odor on your hands to proclaim that you have been housecleaning. Because it dissolves easily and completely, no soap-traces or odor ever cling to glass or china. Even Junior's bottles won't need an extra rinsing after an Ivory washing.

Hands that use Ivory for every household task need never speak of work when they are at play!

PROCTER & GAMBLE

Household treasures need such fond care—china, glass, bric-a-brac—mahogany, fine linoleums. If you cleanse them with Ivory, your hands can keep their charm, too, through this extra-kind soap care.

IVORY SOAP

. . . kind to everything it touches

99 44/100 % PURE · "IT FLOATS"

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